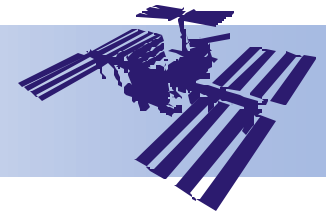



ISS Utilization Customer Satisfaction

14 October 2005

[POC: Dan Hartman/OZ]



Customer Satisfaction, Increments 5 through 10

METRIC TYPE	STATUS	ORGANIZATION	ACCOUNTABLE POC	UPDATED
▶ Manager's Level Performance Indicator		▶ OZ	▶ Hartman	▶ 10/14/05
DESCRIPTOR				
<ul style="list-style-type: none">▶ ISS Utilization Customer Satisfaction measures the quantitative survey feedback from ISS research users on processes and services related to the development, integration, and operation of ISS research investigations.▶ The ISS Utilization Customer Satisfaction Overview commenced in June 2003 and tracks the overall satisfaction of Payload Developers, Principal Investigators, and Dual-Role PDs-PIs on a per Increment basis, and based upon a selection of response data from the ISS Utilization Survey.▶ The ISS Payloads Office, using the Lean Six Sigma methodology, implements a number of process improvements stemming from these results and targeted parameters.				
STATUS DETAIL				
<ul style="list-style-type: none">▶ Increment 9 and 10 survey interviews are complete. An Increment 9 Quick Look Report has been completed and presented to OZ management along with transcripts of the Increment 9 verbal comments. A combined Final Report for Increments 9 and 10 is in process.▶ Customer verbal comments suggest that the main positive drivers behind Overall Customer Satisfaction for Increment 9 were crew support and research productivity, both of which were noted to have exceeded expectations established from previous Increments. An additional positive driver was a decrease in the level of dissatisfaction with the payload integration process for low-/no-upmass payloads.				
PERFORMANCE INDICATOR METRICS				

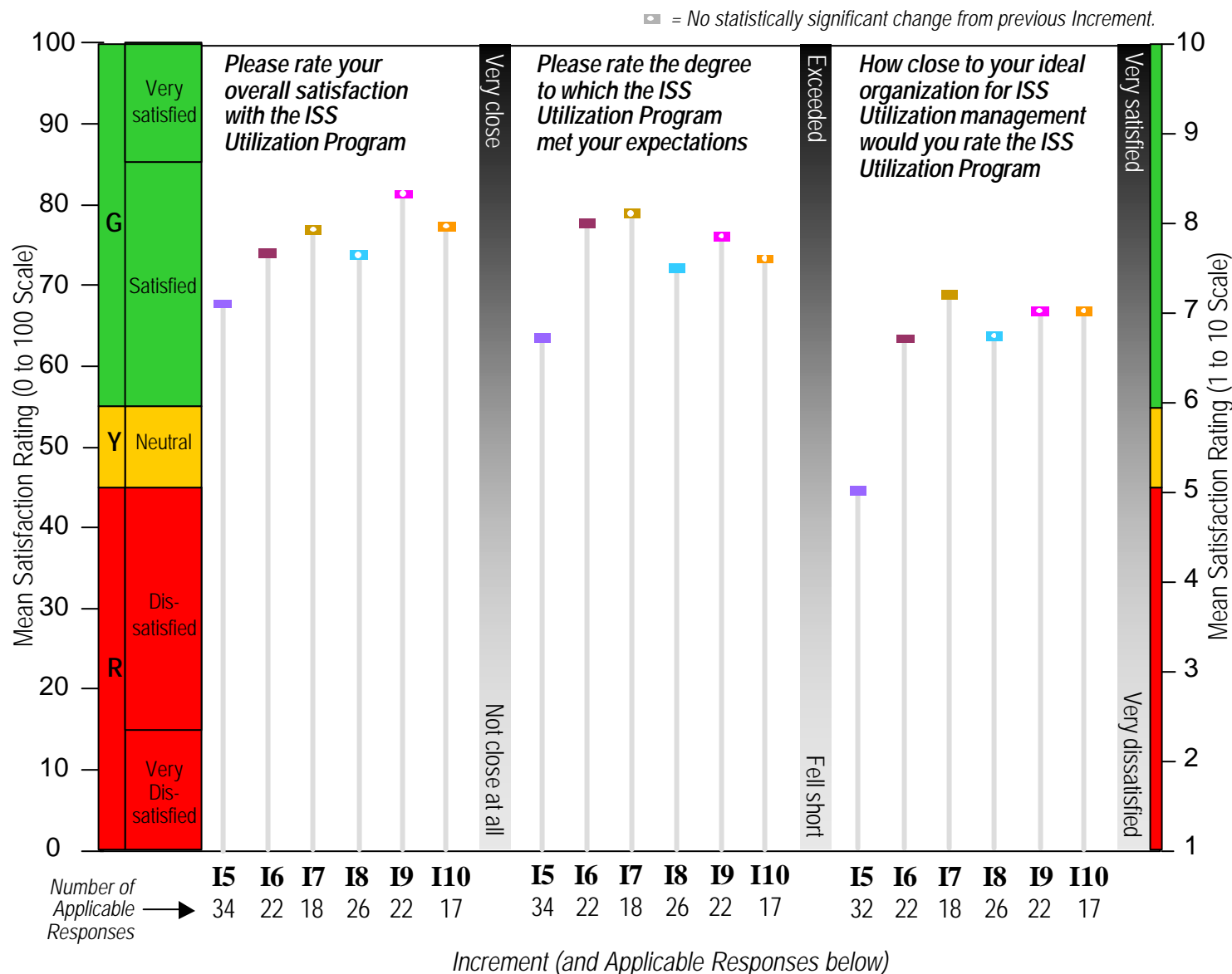
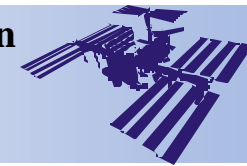


Metrics / Performance Information

ISS Utilization Customer Satisfaction Overview - Increments 5, 6, 7, 8, 9 and 10 Mean Satisfaction Ratings with Satisfaction Level Metrics for Overall Satisfaction Index (OSI) Basis Questions

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INDUSTRY RANKINGS	Score*
Amazon.com	84
ISS INCREMENT 7 OSI	77
ISS INCREMENT 9 OSI	75
Retail Industry (aggregate)	75
Wal-Mart	75
ISS INCREMENT 10 OSI	73
ISS INCREMENT 6 OSI	73
ISS INCREMENT 8 OSI	70
Federal Government (aggregate)	70
NASA/Glenn Research Ctr	67
Airlines (aggregate)	66
McDonald's	64
Federal Aviation Agency (commercial pilots)	64
Internal Revenue Service (tax filers)	63
ISS INCREMENT 5 OSI	60
National Science Foundation (grantees & applicants)	58

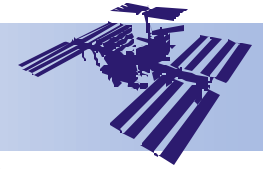
* Source: American Customer Satisfaction Index (ACSI) 2004

The American Customer Satisfaction Index (ACSI) is a long-standing organizational cross-comparison index for customer satisfaction. We use an OSI calculated from methods that approximate ACSI.

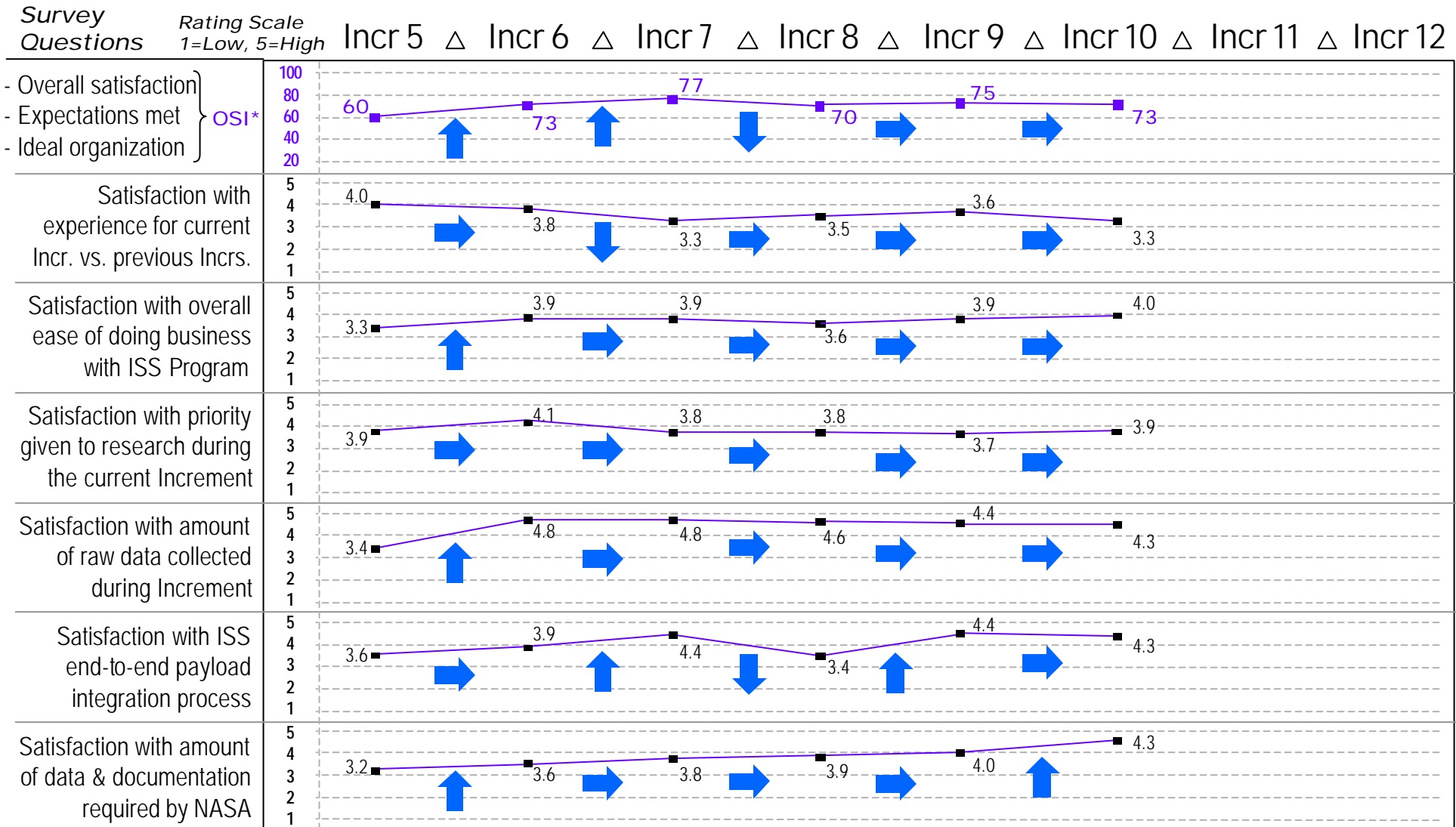
ISS Utilization Customer Satisfaction Overview – Mean Values

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[POC: Dan Hartman/OZ]



Mean values of ratings given by Payload Developers (PDs), Principal Investigators (PIs) and dual-role PDs-PIs in response to selected questions from the ISS Utilization Survey. Comprehensive data from Increments 5, 6, 7, and 8 are published in the *ISS Payloads Office Customer Satisfaction Survey Final Report and Analysis of Results* for each of those respective Increments. Increments 9 and 10 survey interviews are complete, and a combined Final Report for Increments 9 and 10 is in process.



* Overall Satisfaction Index (OSI) score for ISS Utilization Program is obtained by taking basis question ratings on a 1 to 10 scale, converting to 0 to 100, and then averaging.